

## SECTION TWO – COMMUNITY ANALYSIS

This section provides a summary of the background data collected and considered by the consultant team. In particular, it highlights the existing recreation programs, services and facilities inventoried and the studies of Mountain View's demographics and trends at the initial point of the Recreation Plan Development process 2005-2007. Complete report findings are included in the Appendix where noted and in the companion document Mountain View Parks and Open Space Plan (POSP), available on the City web site<sup>8</sup>.

### 2.1 Existing Recreation Programs and Services

The Community Services Department – Recreation Division provides many programs and services. A full program inventory for the years 2005-06 is provided with participation statistics in the Appendix. The following summary provides a list of activities by ages served in 2006. Some variations occur in classes and programs offered on an annual basis.

#### Preschool

Preschool children ages 2.5 to 5 years are served by City Recreation programs. Programs and classes for this age group included: Play School and Tot Time school-year programs, special-interest classes, swim lessons, parent/tot swim classes, peewee tennis, seasonal events and one-time special events. A new "kinder readiness" program begins fall 2007.

#### Elementary

Elementary school youth ages 6 to 12 years are served through City Recreation special-interest/registration-based classes, after-school programs provided by the City on school sites, special events and camps, and through outdoor environmental education programs at Deer Hollow Farm. Registration-based classes offered during the school year and summer include: cheerleading, dance, theater, Lego engineering, ice skating, Learn to Swim and recreational swimming activities are provided at the City pools, and youth tennis lessons, leagues, camps and tournaments, as well as instructional sports and fitness classes, camps and clinics. Summer camp, seasonal and one-time special events and activities are available during school breaks. The City provides the recreational component of the All Stars after-school program at five school sites, expanded

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<sup>8</sup> The Mountain View Parks and Open Space plan is located at :  
<http://www.mountainview.gov/civica/filebank/blobdload.asp?BlobID=2671>

through the State-wide After School Education and Safety (ASES) Grant in 2007. Elementary school students participate in outdoor environmental education classes at Deer Hollow Farm.

### **Middle and High School**

Middle and high school youth ages 13 to 17 years are served through City Recreation special-interest/registration-based classes, after-school programs provided by the City on school sites, special events and camps, and youth leadership/civic engagement opportunities. Registration-based classes offered during the school year and summer include: dance classes, trips, driver education, yoga, babysitter training, DJ101 for Teens, tennis lessons, leagues, summer camps and tournaments, Learn to Swim and recreational swimming activities provided at the City pools, instructional sports and fitness classes, camps and clinics. The City provides a Tween Time after-school program on two middle school campuses and expanded participation through an ASES Grant in 2007. Other events, classes and programs include: middle school dances, summer Leaders in Training Program, Aide/Junior Guard Program, Diving, Precompetitive Swim, Family Fun Nights at the Pool, weekly Open Gym Program, and Teen Center. Summer camp, seasonal and one-time special events and activities are available during school breaks. The City also supported a community-initiated youth track and field event. Civic engagement activities include Youth Advisory Committee, Mayor's Youth Conference and volunteer opportunities.

### **Adults Aged 18 and over**

Adults aged 18 and over are served through City Recreation classes and sports programs, gardening, civic engagement and volunteer programs. Classes and sports activities include: tennis lessons, leagues and tournaments, swim lessons, lap swim, Recreation Swim, Aqua-Cize, Aquatic Fitness, Deep Water Exercise, Water Safety Instructor Training, Lifeguard Training, Adult Lap Swim, Masters Club, Los Altos-Mountain View Swim Club, men's basketball, coed volleyball, softball and flag football. The Open Gym program offers drop-in activities. Gardening is available via permit at one site. A second community garden is projected for 2008. Civic engagement activities now include a community tennis advisory board established in 2007. Adults participate in volunteer programs available City-wide and at Deer Hollow Farm. The City collaborates with Mountain View-Los Altos Adult Education to provide special-interest/registration-based classes.

## **Adults Aged 55 and Above**

Adults aged 55 and above are served through many programs and services at the Senior Center, including: drop-in programs, Brown Bag, Congregate Senior Nutrition Program, and classes through Adult Education on-site such as fitness, computer, language, singing, dance, various arts and crafts, and special interest and needs. The Center supports several clubs such as Line Dancing, Square Dancing and Quilting. Various health-related screenings and social services are provided by appointment such as: Tax Assistance, Homeowners/Renters Assistance, Alzheimer's Screening, Hearing Tests, Health Insurance Counseling, Podiatry Screening, Senior Adult Legal Assistance and Flu Shots. Various special events are provided to attract seniors and the general public: Holiday Bazaar, Holiday Reception, Fashion Show and Summer Picnic. Other activities include trips, monthly workshops, movies and social dances. Outside of the Senior Center, programs are available such as gardening at the Senior Garden, swimming lessons and exercise classes.

## **Other Programs and Services**

The City provides several programs and services that serve multiple age groups or particular segments of the community such as City-wide special events, program marketing, facility reservation, volunteer program and financial assistance to support participation by low-income residents. The annual City-wide special events include: Arbor Day, Community Yard Sale, Halloween Festival, Spring Parade, Summer Concert Series and Holiday Tree Lighting. The Division promotes participation in the programs listed above through an Activity Guide mailed to 42,500 resident households, three times per year. Portions of the publication are translated beginning in 2007 to increase access and awareness of services for Spanish-speaking individuals. The Division provides permits for reserved use of several City facilities, including: the Mountain View Community Center, the Mountain View Senior Center, the historic Adobe Building, Whisman Sports Center, Mountain View Sports Pavilion, athletic fields, Cuesta and Rengstorff group and family picnic areas, General Use Permits for parks, and processes Special Event Permits for City Council approval (Policy K-14). The Division promotes community participation in City programs by providing volunteer opportunities that benefit the individual, the community and the City. Volunteer services provide contact, screening, support and referral services with community groups that serve and benefit the Mountain View community. The amount of hours per year is equivalent to over 18 full-time employees City-wide. Increased access to recreation classes and programs is supported through the class registration financial assistance program for eligible low-income Mountain View residents

(value is limited per family based upon qualification criteria and does not apply to golf, tennis, lap swim, special events or nonregistration-based services).

## **2.2 Existing Recreation Facilities**

The City of Mountain View has developed a variety of parks and recreation facilities to serve a diverse population with broad and distinct interests, from indoor to outdoor, from passive to active, informal to more formal uses, from instructional to competitive. For an inventory of existing recreation facilities, please refer to the POSP, Appendix No. 9 – Park Sites and Facilities. It is noted that the revision and update of the POSP was occurring during the finalization of this document.

### **Parks**

Parks are designated as Mini-Parks, Neighborhood Parks, Community Parks or Regional Parks. In addition, there are designated trails that can be accessed from some of the parks. The parks are generally designated as north or south with El Camino Real as the dividing line. Recreation amenities in the parks are discussed below.

### **Picnic Facilities**

Mountain View has a tradition of providing for large outdoor gatherings. This is reflected by the availability of two (2) large barbecue areas with grills that allow for outdoor cooking at Cuesta and Rengstorff Parks. Picnic areas are often associated with either playgrounds or passive areas in parks. Mountain View has twenty-five (25) passive areas, twenty-two (22) picnic areas and twenty-three (23) playground apparatus areas. Most picnic and play areas are in the same park and in close proximity to each other.

### **Meeting Rooms and Classroom Space**

For indoor gatherings, meetings and events, several venues are available. This includes an auditorium at Mountain View Community Center, a large social hall at the Mountain View Senior Center and a meeting room at the historic Adobe Building. Smaller meeting rooms are available which include two (2) at the Community Center, four (4) at the Senior Center and a community room at the Library. Two City/school-owned gymnasiums are also available for meetings or special-interest recreation classes.

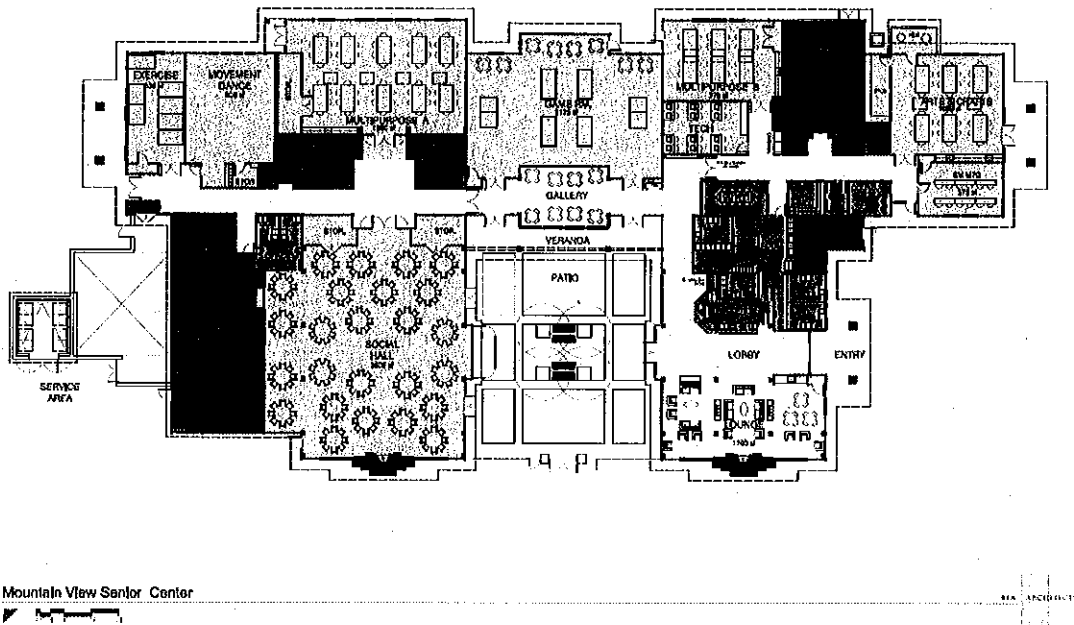


Figure 3-- Mountain View Senior Center

### Indoor Athletic Facilities

The City's two (2) indoor athletic facilities include Whisman Sports Center at Crittenden Middle School and the Mountain View Sports Pavilion at Graham Middle School. These include gymnasiums with classroom and activity spaces available for basketball, volleyball, classes and rental use.

### Outdoor Athletic Facilities

Outdoor athletic facilities are provided for various sports such as basketball, softball, baseball, football, soccer, tennis and other athletic activities. There are thirty-nine (39) outdoor basketball courts distributed throughout the City. There are sixteen (16) permitable outdoor athletic facilities. Rengstorff Park is not permitted for organized athletic use.

### Ball Field-Diamonds

There are five (5) dedicated ball fields with a total of six (6) diamonds that are used for baseball and/or softball: Callahan Field (at Crittenden) — one diamond; Graham — one diamond; Huff — one diamond, McKelvey — two diamonds, and Monta Loma — one diamond. Only one has the regulation 90' base paths and dimensions. It is located at McKelvey Park. Callahan Field is a fenced field configured for softball but is also used for baseball practice. Monta Loma has a smaller fenced field that is used for youth baseball. A number of other sites are used for baseball and softball, but those fields are not configured for diamond

sports only. For example, Stevenson has 1 soccer field with 2 softball overlays; Crittenden Field has 1 area for softball/soccer/football; and Whisman has 1 diamond with soccer overlay.

### **Soccer/Football Fields – Rectangular**

There are fourteen (14) fields that are available in varying sizes for soccer and/or football that can accommodate various age groups and small-size teams: Bubb; Castro; Cooper; Crittenden; Eagle; Graham (2); Huff; Landels; Monta Loma; Slater; Stevenson; Sylvan; Whisman. The availability of these fields depends on the season. There are also two (2) open play areas (Rengstorff and Cuesta) that are more flexible in their use. The Department limits the uses of these areas for organized sports.

### **Tennis Courts**

There are thirty-two (32) City-owned tennis courts in multiples of two. The largest groupings are at Cuesta Park with twelve (12) lit courts and the Cuesta Tennis Center clubhouse and Rengstorff Park with eight (8) lit courts and a support building. The fewest number in any grouping is four (4) courts. The City contracts with a private operator to provide community recreation programs and services at the Cuesta Tennis Center.

### **Aquatic Facilities**

The park system has two (2) outdoor swimming pools, Eagle Pool (for year-round aquatic programs and services) and Rengstorff Pool (for summer season). Rengstorff Pool was replastered in 2006, and Eagle Pool is scheduled for replastering in 2007.

### **Other Park Sites**

Other sites have various recreational amenities such as a bocce ball court, horseshoe courts (3 total), and outdoor volleyball courts (7 total).

## **2.3 Community Demographic Profile**

This section provides a brief demographic profile of the Mountain View community (population, age, ethnicity, household types, educational attainment, employment and income levels), how it fits into the local and regional (Santa Clara County) demographics and highlights changes that have occurred since

1990 and may occur over the life of the Recreation Plan. See Appendix G for further detail.

- **Population** – While Mountain View's population has increased very slightly over the past 10 years, it is projected to grow by 14 percent, or from 71,995 persons in 2006 to 80,700 persons by 2025.
- **Age** – While both Mountain View and Santa Clara County are experiencing an increase in the median age of residents (currently 34.6 years), population subgroups are changing differentially. For example, the age groups of "youth 5 years and under" and "young adults 25 to 34" years of age continue to decline as a proportion of the total population, while the population group 45 to 54 years and persons 65 years and over are increasing.
- **Ethnicity** – Mountain View has become and will continue to be very ethnically diverse, similar to the County and State, where no one ethnic group represents a majority of the population. For example, Mountain View's white population represented 73.3 percent of the total population in 1990 and decreased to 52 percent in 2004-05. Over the same period, Hispanic residents increased from 15 percent of the population to 16 percent, Asian/Indian population increased from 1.4 percent to 6.9 percent, the Chinese population increased from 4.3 percent to 9.8 percent, and the African-American population decreased from 5 percent to 2.3 percent.
- **Household Types** – While the number of households in Mountain View has steadily increased from 29,997 in 1990 to 32,015 in 2004/2005, subgroups of households are changing differentially. For example, the overall number of family households has decreased from 15,645 in 1990 to 15,398 in 2004-05, while the number of family households with children under 18 years has actually increased from 2,582 in 1990 to 5,089 in 2004-05. It is important to note that the number of nonfamily households has steadily increased from 10,478 in 1990 to 13,357 in 2004-05. The City has 12,957 (41.5 percent) housing units owner-occupied while 18,285 (58.5 percent) are renter-occupied. Housing affordability and density continue to be challenges for many residents.
- **Education** – Educational attainment is important to Mountain View residents, and the value of a college degree is critical in order to compete in the "knowledge economy." For example, high school graduation rates continued to increase from 5,854 in 1990 to 9,166 in 2004-05. Those with a bachelor's degree increased from 13,143 in 1990 to 14,207 in 2004-05, and

graduate degrees from 8,068 in 1990 to 15,779 in 2004-05. As of the 2006-07 school year, Mountain View had twelve (12) public and eight (8) private K-12 schools as well as six (6) other private schools of varying grade levels. Recently, the public elementary schools in Mountain View have experienced declining enrollment, and the number of economically disadvantaged students (those qualifying for free or reduced lunches) has increased to over 50 percent.<sup>9</sup>

- **Employment** – Mountain View has experienced a slight decline in employment, from 44,294 residents 16 or older in 1990 to 42,382 in 2000. The primary occupational areas in 2004-05 included: management, professional and related occupations with 25,252 residents; followed by 6,205 residents in sales and office occupations; and 5,170 in service occupations. The top five industries in 2004-05 that employed residents included: Manufacturing – 8,421; Professional, Scientific, Management, Administrative and Waste Management Services – 8,891; Construction – 8,421; Educational, Health and Social Services – 8,044; Arts, Entertainment, Recreation, Accommodations and Food Services – 3,107; and Retail Trade – 1,097. Mountain View residents' median commute time to work remained constant at 21.9 minutes. The County is projected to continue to add jobs over the next two years totaling 80,000 to 95,000 new jobs with a substantial percentage of those jobs in the service industry, as well as construction, retail, education and health services. The area is the leading region for biomedical research and development. It can be anticipated that the region will continue to be a knowledge-based economy through 2025.
- **Income** – The median household income rose from \$42,431 in 1990 to \$75,411 in 2004-05. Median family income grew substantially from \$48,960 to \$98,494 in 2004-05 and was one of the highest in the nation.

For a discussion of the implications this demographic profile has for community programs, services and facilities, see the trends analysis below.

## 2.4 Trends Analysis

This section identifies and examines current and emerging trends with accompanying potential implications for the future. Consolidating the data and analyzing the information both pinpoints the uniqueness of the Mountain View community and identifies areas of opportunity for the design and delivery of recreation programs, services and facilities. See Appendix G for further detail.

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<sup>9</sup> Mountain View-Whisman School District Annual Report 2007, Page 19.

## **Mountain View: Unique and Distinct**

Mountain View is distinct and unique from the rest of the County, State and nation in a number of ways. Some of the elements that support this distinct and unique position are:

- Less mobility;
- 35 percent of households have foreign-born individuals;
- Increased transience (fewer people live in the same house over a five-year period);
- Higher educational attainment (over double the percentage of individuals hold bachelor's degrees or higher); and
- High density with 5,861 persons per square mile (Santa Clara County = 1,303; California = 217; National = 79.6).

Other Mountain View demographic characteristics that significantly shape and influence the available resources and desirable outcome areas for leisure preferences are the percentage of various households and lifestyle groups:

- |  |            |
|--|------------|
| • Single Adults, Living Alone                    | 29 percent |
| • Older Single Adults, Living Alone              | 7 percent  |
| • Households and Families with Children under 18 | 39 percent |
| • Couples with no Children under 18              | 25 percent |

This corresponds to approximately 60 percent of households without children and 40 percent of households with young children.

## **Serving 21st Century-Style Diversity**

The demographic makeup of the community will interact with other societal trends to result in a series of challenges related to an expanded definition of diversity. Some of the diversity-related challenges include:

- Serving the needs of both older adults and children;
- Addressing the differences between people living alone and those living in family settings;
- Varying generational and ethnic perceptions and preferences for "individual" versus "collective" activities and experiences;
- Varying generational and ethnic perceptions of "aging" and "family";
- The "haves" and the "have nots" which can encompass variations in income, employment, health and support systems, among other factors.

## **At-Risk Lifestyles**

The impact of technology, as well as other environmental factors, has resulted in the nation adopting lifestyles that can be categorized as "at risk." Some of these "at-risk" lifestyle patterns include:

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| • Children:                     | Indoors and Inactive                |
| • Young Adults:                 | Unsuccessful Transition to Adult    |
| • Adolescents and Older Adults: | Isolation                           |
| • Adults:                       | Overstressed and Nonstop Work World |

## **Leisure Patterns and Preferences: A Reflection of Current Conditions**

A combination of demographics and lifestyle characteristics results in varying patterns and preferences for leisure expenditures and pursuits. A sample of data is presented here for consideration as to how lifestyle influences the future of parks and recreation choices. Each of the following influences may be seen as either an opportunity or a challenge for public recreation.

- Screens: Teens, younger children and adults spend ever-increasing hours in front of a screen (graphic output display device) of some kind.

- Gambling: Expenditures on gambling are three times the amount spent on movie tickets, concerts, sporting events and theater performances combined.
- Fitness and Outdoors: Eight (8) of the 14 most popular sports among older Americans (55+) are fitness-oriented, and the other six are outdoor activities.
- Entertainment: U.S. consumers spent \$367 billion on entertainment and media categories of expenditures, including sports, Internet access, filmed entertainment, television networks and video games.
- Personal Gratification: Spa treatments, shopping and dining out are at record levels of popularity.
- Experiences: People are exhibiting a growing preference for experiences rather than tangible objects or structured activities.

### **Big-Picture Areas of Opportunity**

National trends that have been identified in Mountain View that hold the greatest potential for recreation services and opportunities include:

"Health and Wellness" including outcomes such as:

- Increased physical activity
- Stress reduction

"Creating Community" which can encompass such things as:

- Sense of place – neighborhood and community
- Sense of pride and identity – neighborhood and community
- Reduced isolation – connection to neighborhood and community

"Positive Economic Impact":

- Support for youth at risk of unsuccessful adult transition
- Support for independent living among older adults